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# PRINT ADVERTISING

Media Kit 2021

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AMERICAN SOCIETY OF HOME INSPECTORS



## ASHI Reporter Magazine

The ASHI *Reporter* is the publication that brings all home inspection components and industry trends together. We encourage and challenge our readers to break free of their established work routines to look for new solutions and performance breakthroughs.

Each issue of the ASHI *Reporter* includes industry news, topical columns and departments, technical focuses, marketing information, and interesting columns from industry experts.

## ASHI Reporter Readership

- More than 90% of our readership is comprised of home inspection company owners.
- 85% of readers hold onto their copies for reference long after the monthly issue has come out.
- Available in print and online.
- In addition to our subscribers, the ASHI *Reporter* is delivered to various partner/allied organizations.

## Allied/Partner Organizations

AARST-NRPP

AUSPL

AUVSI

BESI

BPI

CAHPI

CEA

Consumer Reports

CREIA

CRRR

CSIA

EIA

EPA

EBPHI

FABI

FEMA

Healthy Indoors Magazine

IAQA

ICC

JSHI

Kansas State

University

Living In Place Institute

NADRA

NAR

NCSG

NEHA

NORMI

NRAP

NRSB

NYSWDA

Office of Lead

Hazard Control  
and Healthy Homes

Pool & Hot Tub  
Alliance

US DOE

US HUD

US VA

## Reporter Advertising Specs & Pricing

Space	Width	Height	1 Month	3 Months	6 Months
2-Page Spread	15.75"	9.875"	\$3420/mo	\$3085/mo	\$2755/mo
Full Page	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Inside Front Cover	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Inside Back Cover	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Outside Back Cover	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Half Page	3.604"	8.835"	\$1830/mo	\$1655/mo	\$1465/mo
1/3 Page	2.35"	8.835"	\$1545/mo	\$1430/mo	\$1270/mo



### ASHI Affiliates receive 20% discount on all advertising

Not an Affiliate? Consider applying and taking advantage of the additional discounts and benefits:

- Annual Subscription to the ASHI *Reporter*
- Affiliate Profile and listing on the ASHI Website
- 20% off advertising in ASHI *Reporter*
- Inclusion in Affiliate promotional email sent to ASHI E-list quarterly

### Print Advertisement Artwork Requirements

- All submitted artwork must be in CMYK and 300dpi resolution
- Please include a 1/8 inch bleed on all sides of your document
- It is the advertiser's responsibility to maintain and ensure that proper licensing has been obtained for any images or other graphic elements being used in the design.
- ASHI reserves the right to make alterations to artwork as needed to ensure the highest print quality of our publications. This may include but is not limited to resizing or cropping of an ad, adding bleeds and making minor corrective photo edits.
- ASHI reserves the right to withhold publication of an ad if it does not meet the proper requirements listed here.
- For more information or questions about preparing your artwork for use in an ASHI publication please contact the Creative Department at [creative@ashi.org](mailto:creative@ashi.org).

To advertise contact: [communications@ashi.org](mailto:communications@ashi.org)